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Message Text

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PAGE 01 CANBER 05338 080738Z

14
ACTION COME-00

INFO OCT-01 EA-10 EB-07 ISO-00 /018 W
---------- 126424
R 080709Z AUG 75
FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC PRIORITY 6346
INFO AMCONSUL MELBOURNE
AMCONSUL SYDNEY
AMCONSUL BRISBANE BY POUCH
AMCONSUL PERTH BY POUCH

UNCLAS CANBERRA 5338

FOR USDOC/OIM GOOTENBERG FROM SIMPSON

E.O. 11652: NA
TAGS: BEXP, AS
SUBJ: IN-STORE PROMOTIONS

REF: A. STATE 117803
B. CANBERRA 2422
C. MELBOURNE 0368

1. EMBASSY WOULD VERY MUCH WELCOME WRAP-UP ON CURRENT STATUS USDOC CONISDERATION OF SUPPORT TO, OR COMMITMENTS IF ANY ALREADY GIVEN TO, DAVID JONES LTD., GRACE BROS. AND GEORGES AUSTRALIA FOR 1976 IN-STORE PROMOTIONS.

2. CONGEN MELBOURNE HAS BEEN ASKED BY MANAGING DIRECTOR GEORGES AUSTRALIA FOR REPORT ON PROPOSED GEORGES FY76 MINI PROMOTION (REF C). GEORGES ADVISE US THAT ITS NEW YORK BUYING OFFICE HAS TELEPHONE MESSAGE FROM YOU APPROVING $15,000 FOR GEORGES IN-STORE PROMOTION AND THAT USDOC CABLE WAS TO BE SENT ABOUT JULY 7 ADVISING EMBASSY AND CONGEN MELBOURNE OF THIS APPROVAL.

3. WE HAVE NO CABLE TO THIS EFFECT, AND WOULD APPRECIATE ADVICE (1) HAS $15,000 BEEN APPROVED FOR GEORGES; (2) IF SO, IS THIS APPROVAL FOR GEORGES 1976 MINI PROMOTION OR FOR
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PROPOSED GEORGES FY 77 IN-STORE PROMOTION (REF C) OR FOR

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BOTH? (3) IF $15,000 REPORT INCORRECT, HAS COMMERCE IN
PRINCIPAL APPROVED GEORGES 1976 PROPOSAL SUBJECT TO
DECISION ON SPECIFIC LEVEL OF FINANCIAL SUPPORT PER REF (A).

4.RE GEORGES 1977 PROPOSAL REF (C). GEORGES WILL BE
AUSTRALIA PRIORITY CANDIDATE FOR 1977 IN-STORE PROMOTION
PROGRAM. SUBJECT TO ANSWERS TO QUESTIONS IN PRECEDING PARA,
WOULD APPRECIATE ANY COMMENT YOU CAN GIVE CONCERNING PROSPECT
FOR COMMERCE APPROVAL THIS PROJECT IN FY 77 PROGRAM.

5. WE SHOULD ALSO APPRECIATE UPDATED STATUS REPORTS ON
(1) LONG-STANDING DAVID JONES PROJECT FOR FY76 IN-STORE
PROPMOTION, AND (2) PROPOSALS FOR ASSISTANCE TO BICENTENNIAL
EVENTS PLANNED BY GRACE BROS. DEPARTMENT STORES. EMBASSY
AND CONGEN SYDNEY ESPECIALLY INTERESTED IN LEARNING DECISIONS
TAKEN DURING OR AS RESULT OF RECENT U.S. VISITS, INCLUDING
CMMERICE DEPARTMENT APPOINTMENTS, BY JAMES TIMMS OF DAVID
JONES AND MICHAEL GRACE OF GRACE BORS. BOTH VISITORS HAVE
NOW RETURNED TO AUSTRALIA AND CONGEN NEEDS UPDATED
INFORMATION ON RESULTS OF THEIR COMMERCE DEPARTMENT AND U.S.
DISCUSSIONS BEFORE CONTACTING THEM PERSONALLY FOR FOLLOW-UP.
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